



KNXV

## ORDER

Print Date 10/08/12 Page 1 of 3

**KNXV-TV**  
**PHOENIX**

**Flight Dates 09/18/12-09/24/12**

<u>Contract / Revision</u>	<b>310070</b>	/	<b>Democratic Congressional Campai</b>	<u>Alt Order #</u>			
<u>Original Date / Revision</u>	Agency Com 09/05/12	10/05/12	15% <u>Billing Contact</u>	<u>Billing Type</u>	Cash		
				<u>Order Type</u>	GENERAL		
<u>Advertiser</u>	<b>DCCC</b>			<u>Billing Cycle</u>	EOM/EOC		
			<b>1010 Wisconsin Avenue NW - Suite Washington, DC 20007</b>	<u>Billing Calendar</u>	BROADCAST		
<u>Agency</u>	<b>Great American Media</b>			<u>Demographic</u>	A25-54		
<u>Buying Contact</u>			Sales Office EWSDC	<u>Rev Codes</u>	POL	POL	PARTY
				<u>Product Codes</u>	PL		
<b>1010 Wisconsin Avenue NW - Suite Washington, DC 20007</b>			Sales Region NAT	<u>Priority</u>	P-2		
			Agency Ref 2	<u>Advertiser Ref</u>			

## Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 20% Market Value 158000

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	20%	31600
KPNX	20%	31600
KPPX	%	0
KSAZ	20%	31600
KTVK	20%	31600
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	27	\$26,860.00	\$31,600.00	0.00	08/27/12	09/24/12	27	\$26,860.00	\$31,600.00
Totals	27	\$26,860.00	\$31,600.00	0.00					

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	27	\$26,860.00	\$31,600.00	0.00	08/27/12	09/24/12	27	\$26,860.00	\$31,600.00
Totals	27	\$26,860.00	\$31,600.00	0.00					

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals	Amount
N 1	KNXV	09/18/12	09/21/12	M-F 7-9am M-F 7-9am		CM	7am-9am		-TWTF--	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																		
Week: 09/17/12    09/23/12    -TWTF--    2    \$500.00    0.00																		
N 2	KNXV	09/18/12	09/21/12	M-F 10am-11am The View		CM	10am-11am		-TWTF--	:30	2	\$350.00	P-6	0.00	NM	2	\$700.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																		
Week: 09/17/12    09/23/12    -TWTF--    2    \$350.00    0.00																		
N 3	KNXV	09/18/12	09/21/12			CM	430pm-5pm		-TWTF--	:30	4	\$650.00	P-3	0.00	NM	4	\$2,600.00	



**KNXV-TV**  
**PHOENIX**

**KNXV**

Print Date: 10/08/12

Page 2 of 3

Contract / Revision **310070** Flight Dates **09/18/12-09/24/12**

Hiatus Dates

Original Date / Revision 09/05/12/ 10/05/12

Order Sep 00:13:00

Advertiser **DCCC**

Product **Democratic Congressional** Estimate # **1472**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
				M-F 430pm-5pm												
				M-F 430pm-5pm												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-TWTF--		4	\$650.00			0.00						
N 4	KNXV	09/24/12	09/24/12	M-F 430pm-5pm	CM	430pm-5pm	M-----	:30	1	\$650.00	P-3	0.00	NM		1	\$650.00
				M-F 430pm-5pm												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	M-----		1	\$650.00			0.00						
N 5	KNXV	09/18/12	09/21/12	M-F 4pm-430pm	CM	4pm-430pm	-TWTF--	:30	1	\$650.00	P-2	0.00	NM		1	\$650.00
				4PM News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-TWTF--		1	\$650.00			0.00						
N 6	KNXV	09/18/12	09/21/12	M-F 5pm-530pm	CM	5pm-530pm	-TWTF--	:30	3	\$900.00	P-2	0.00	NM		3	\$2,700.00
				M-F 5pm-530pm												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-TWTF--		3	\$900.00			0.00						
N 7	KNXV	09/18/12	09/21/12	ABC World News M-F	CM	5:30pm-6:30pm	-TWTF--	:30	2	\$1,000.00	P-2	0.00	NM		2	\$2,000.00
				ABC World News M-F												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-TWTF--		2	\$1,000.00			0.00						
N 8	KNXV	09/18/12	09/21/12	M-F 6pm-630pm	CM	6pm-630pm	-TWTF--	:30	3	\$900.00	P-2	0.00	NM		3	\$2,700.00
				M-F 6pm-630pm												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-TWTF--		3	\$900.00			0.00						
N 9	KNXV	09/24/12	09/24/12	M-F 6pm-630pm	CM	6pm-630pm	M-----	:30	1	\$900.00	P-2	0.00	NM		1	\$900.00
				M-F 6pm-630pm												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	M-----		1	\$900.00			0.00						
N 10	KNXV	09/22/12	09/22/12	PR Various Non-Net 1	CM	830-9p	-----S-	:30	1	\$600.00	P-3	0.00	NM		0	\$0.00
				PR Various Non-Net 1												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-----S-		1	\$600.00			0.00						
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type							
1	KNXV	09/17/12-09/23/12	PR Various Non-Net 1	830-9p	-----Sa--	:30	(\$600.00)									
<i>Credited</i>																
N 11	KNXV	09/18/12	09/21/12	M-F 630pm-7pm	CM	630pm-7pm	-TWTF--	:30	2	\$1,200.00	P-3	0.00	NM		2	\$2,400.00
				M-F 630pm-7pm												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-TWTF--		2	\$1,200.00			0.00						
N 12	KNXV	09/19/12	09/19/12	Wednesday Prime C	CM	9pm-10pm	--W----	:30	1	\$3,000.00	P-3	0.00	NM		1	\$3,000.00
				Wednesday Prime C												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	--W----		1	\$3,000.00			0.00						
N 13	KNXV	09/23/12	09/23/12	Primetime Emmys	CM	5p-8p	-----S	:30	1	\$7,500.00	P-3	0.00	NM		1	\$7,500.00
				Primetime Emmys												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-----S		1	\$7,500.00			0.00						
N 14	KNXV	09/18/12	09/21/12	M-F 10-1035pm	CM	10pm-1035pm	-TWTF--	:30	3	\$1,200.00	P-2	0.00	NM		3	\$3,600.00
				10pm News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-TWTF--		3	\$1,200.00			0.00						



**KNXV-TV**  
**PHOENIX**

**KNXV**

Print Date: 10/08/12

Page 3 of 3

Contract / Revision **310070** Flight Dates **09/18/12-09/24/12**

Hiatus Dates

Original Date / Revision 09/05/12/ 10/05/12

Order Sep 00:13:00

Advertiser **DCCC**

Product **Democratic Congressional** Estimate # **1472**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
N15	KNXV	09/23/12	09/23/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$1,200.00	P-2	0.00	NM		1	\$1,200.00
<hr/>																
Spot	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
	Week: 09/17/12	09/23/12	-----S	1	\$1,200.00	0.00										
1	KNXV	09/17/12-09/23/12	SU 10-1035pm	Start/End Time			Weekdays	Length	Rate	Rtg	Type					
				10pm-1035pm			-----Su	:30	(\$1,200.00)	0.00	NM					
<hr/>																
2	KNXV	09/23/12-09/23/12	Prime News	8p-9p			-----Su	:30	\$1,200.00	0.00	NM					
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																
<hr/>																